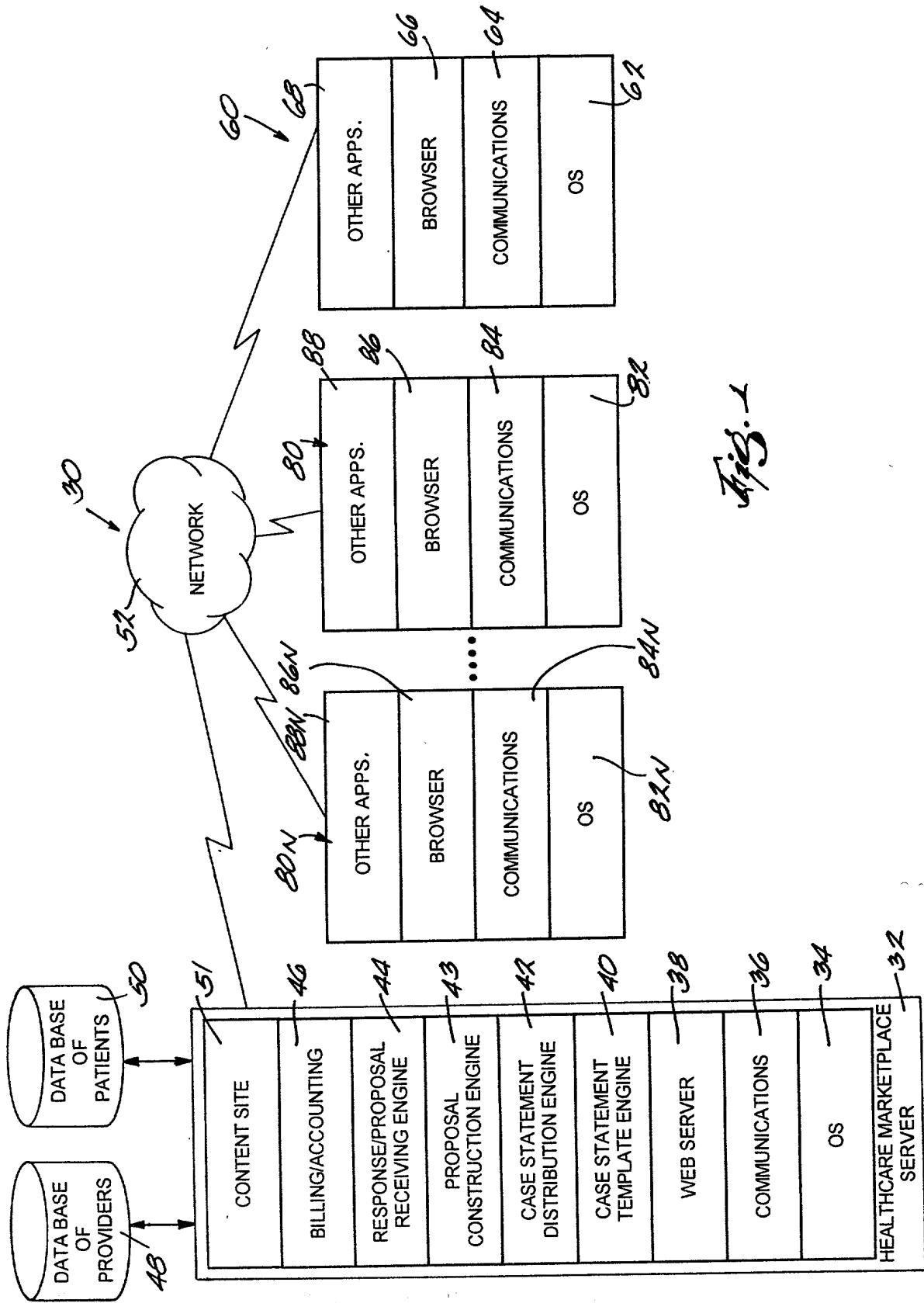


SCANNED # 4



152086/60



patientwise.net

↓ 90

Freedom of choice and the wisdom to use it

Go

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PatientWise is a serious marketplace

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Consumer
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Referring
Physician

for "significant healthcare services" allowing patients to make well informed, comparative purchase decisions among institutions responding to their specific healthcare needs and service preferences.

A patient, using carefully designed templates to specify his or her healthcare need and service physician produces a "case statement" on-line. A patient may require assistance from his or her referring physician to state the healthcare need accurately; PatientWise can help with this process.

Institutions respond, within a stated timeframe, to individual case statements with structured templates containing well defined elements including quality indicators, services, and price.

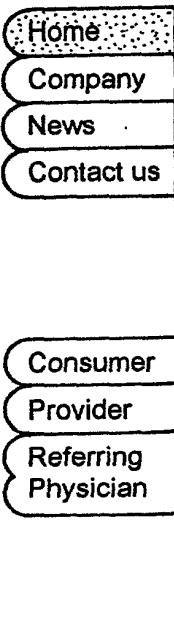
PatientWise organizes the proposals so the patient sees side-by-side comparative information about quality and price. Upon review of organized proposals, the patient — often in consultation with the referring physician — chooses one of the responding institutions and secures its services with a deposit.

Legal Notices

Fig. 2.



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Freedom of choice and the wisdom to use it

Definitions

100

Definitions

Significant health care services are non-emergency complex procedures requiring a hospital, principal surgeon and other professionals acting together to respond to serious medical conditions.

Service preferences may include travel distance, timeframe in which procedure should be scheduled, accommodations for family or significant other, or anything else important to the patient.

Institutional responses include its "track record" (quality and outcome indicators) for the procedure needed; the name(s), qualifications and track record of the proposed principal surgeon(s), the extent to which service preferences can be met, the "price", and any other attributes of the institution it cares to make the patient aware of.

Price is well defined -- at a minimum it represents the combined charges of facility and principal professionals (surgeon(s), anesthesiologist(s), and hospital-based physicians such as radiologists and pathologists). However, at the institution's discretion, it may include other professional services (e.g., consultants, if necessary). Prices are not set. They depend on the particular clinical circumstance and will vary among institutions and from time to time vary at a given institution. In some instances (e.g., a patient with traditional Medicare coverage) price information is not applicable.

The deposit may be refunded in whole or in part depending on the extent to which the patient's insurance covers the price of the procedure.

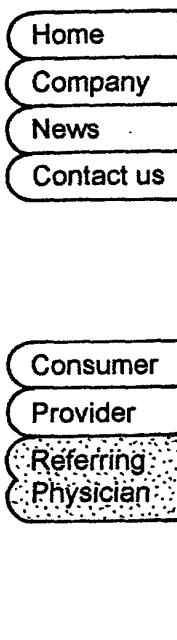
Fig. 3



patientwise.net

Freedom of choice and the wisdom to use it

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Referring Physician

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Patientwise.net is your tool to improve your patient's understanding of his or her choices, when complex healthcare services are needed.

You can refer your patient to the patientwise.net web site to submit information and receive proposals from medical centers in the area, or across the country, as appropriate.

Your patient will be able to compare information about the credentials and track record of the surgeons and medical centers proposing to deliver needed care.

Your patient can also see what additional amenities, and scheduling options are available.

Though price is not the most important factor for many patients, they can also learn what the entire procedure will cost, for both facility and professional fees.

Price is not indicated for Medicare beneficiaries or Medicaid program participants.

PatientWise recommends that you schedule office visits with the patient to assist with the development of case profile, and to review the proposals that come back to your patient (three working days after submission) and help him or her make a selection.

Fig. 2



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Proprietary Information
PatientWise Proposing Medical Centers

Freedom of choice and the wisdom to use it
Clinical Qualifications | Services | Price | Provider Information | Pre-Register

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1

PatientWise Proposing Medical Centers

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Patientwise.net helps discriminating patients who need significant hospital-based health services to find the best match for their needs both clinically and non-clinically and to obtain an "up-front" knowledge of what the care will cost.

Usually with the help of a referring physician, patientwise.net patients construct case statements which contain the reasons for the requested clinical intervention. The case statements include:

- Chief Complaint
- History of Present Illness
- Past Medical History
- Review of Systems
- Current medications
- Allergies, and pertinent findings (physical signs, laboratory values, imaging results, results of special tests, where appropriate)

The patient may specify other preferences. (For example, a patient seeking a hip replacement might seek a particular week for scheduling to accommodate a spouse's vacation schedule.)

Key attributes of the patient's insurance would also be included.

The case statement, as posted on the Internet, does not contain unique patient identifying information.

As a provider with service lines in the category of the requested service, you might choose to prepare a response to a given case statement. (As a participating patientwise.net provider, you are never required to propose.)

Your response will include required and optional elements in three areas: clinical qualifications, service, and price.

Fig. 5



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Freedom of choice and the wisdom to use it

[Clinical Qualifications](#) | [Services](#) | [Price](#) | [Provider Information](#) | [Pre-Register](#)

Services

By its very nature, patientwise.net does not handle emergencies.

Nevertheless, many patientwise.net patients have serious conditions (including coronary artery disease, aortic aneurysms, brain tumors, or cancer). They will be anxious to find the right setting for their care quickly.

For this reason, only three business days are allowed from the time a case is posted on the secure provider site on the internet to the cut-off time for proposal submission.

A complete proposal will require two dates:

- The date of an outpatient visit with the principal surgeon.
- The week during which the procedure itself could be performed.

The outpatient visit allows:

- The patient to meet the surgeon
- The surgeon to review the clinical material supplied by the patient and the referring physician to verify that the procedure is, in fact, necessary
- To carry out any further pre-admission testing that the surgeon feels is necessary, or that your facility requires
- To complete other required tasks (e.g., informed consent, insurance eligibility, insurance authorizations).

You will also have the opportunity to address service preferences expressed by the patient and add any helpful information that might distinguish your institution. For example, you may wish to highlight the availability of private rooms, assistance with travel arrangements, availability of translators, availability of elder care or child care, or availability of accommodations for a significant other.

fig. 6



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[Provider](#)
[Referring Physician](#)

Contact Us

Use the form below to send a brief email message to patientwise.net. If you would like to pre-register, use these links: [Consumers](#) | [Providers](#) | [Referring Physicians](#).

First Name 142

Last Name 144

Email Address 146

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Message

Submit <#Thanks>

Fig. 7



patientwise.net

Freedom of choice and the wisdom to use it

Consumer Information | Get Information

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Provider
Referring Physician

Get Information

This form is for **consumers** who wish to receive information. Referring physicians should click here, and providers should click here.

First Name

Last Name

Street Address 1

Street Address 2

City

State - Select A State -

ZIP

Day Phone

Evening Phone

Email Address

Comment
(255 characters)

<#Thanks>

152

154

Legal Notices

Fig. 8



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Freedom of choice and the wisdom to use it

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- [Contact us](#)

- [Consumer](#)
- [Provider](#)
- [Referring Physician](#)

Get Information

✓ 160

This form is for physicians who wish to get more information. Consumers should click here, and providers should click here.

First Name

Last Name

Practice Name

Street Address 1

Street Address 2

City

State - Select A State -

ZIP

Day Phone

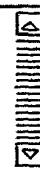
Evening Phone

Email Address

162

Comment
(255 characters)

164



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Fig. 9

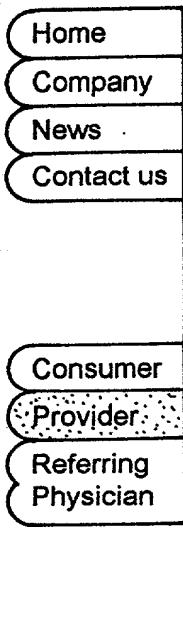
00000000000000000000000000000000



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Freedom of choice and the wisdom to use it

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Clinical Qualifications

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When you choose to offer a proposal, the required data elements are:

- Principal Surgeon
- His/her qualifications
 - Medical School and residency training
 - Board Certification
 - Years in Practice
- Track Record over the most recent year:
 - Number of cases performed of this type of procedure
 - In-hospital deaths among these cases
 - Number of cases with complications
 - Expected uncomplicated length of stay
- Facility-wide track record:
 - Number of cases performed of this type of procedure
 - Morbidity
 - Mortality
 - Patient Satisfaction measurement and description of the tool used to measure it.

In addition to these required fields, you may wish to further explain your quality information, so that the patient will see this information along with the numbers. For example, you may wish to include long term results, or explanation about how being a referral center affects the results, or how your use of clinical pathways allows patients and families to monitor progress, or how patient satisfaction is related to your use of modern pain management techniques. You can say anything provided it is true and based on reasonable evidence.

You may feel free to include your web site address and citations to articles that favorably portray the surgeon, department or facility.

Fig. 10



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Freedom of choice and the wisdom to use it

Clinical Qualifications | Services | Price | Provider Information | Pre-Register

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Price

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For patientwise.net, price has a well-defined meaning. It is the sum of the charges that will be submitted by the facility and the principal professionals involved in the procedure:

- Principal Surgeon
- Assistant Surgeon (when appropriate)
- Anesthesiologists (or CRNAs)
- Radiologists
- Pathologists

PatientWise is asking for a not-to-exceed total of these elements, plus any other elements that the proposing medical center chooses to add.

PatientWise is not asking for a combined billing, by the facility and professionals, to the patient's insurer, but does require a single bill to those patients who are self-pay. For medical centers and professionals who are participating providers with the patient's insurer, health plan or HMO, bills may not exceed any existing contractual limits. Medical Centers needing assistance with claims re-pricing or with administrative services to re-distribute payments among participants should contact PatientWise Corporation.

Patientwise.net is a "spot market;" whatever price you quote is understood to apply for that single, specific case statement, and no other. It will be revealed by patientwise.net only to the patient submitting the case statement.

Your price should reflect the sum your facility and professionals are willing to claim given:

- The specifics of the case
- Your desire for incremental cases at the time of your proposal
- Your sense of the price sensitivity of the patient
- The attractiveness of your organization, by general reputation or by the contents of your proposal

Price quotes are not necessary for traditional Medicare beneficiaries, or for Medicaid recipients, if they are inadvertently included, we will not pass them along to the patient.

Prices will be in U.S. dollars. The patient and/or payer will absorb the cost or reap the benefit of currency fluctuations between the time of quote and payment.

Tyler.11



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Freedom of choice and the wisdom to use it

Consumers

200

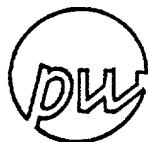
2020-4-22 09:30:00

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Provider
Referring
Physician

Basic Information	Referring Physician	Clinical Information
• Title <input type="text" value="Mr."/>	There are 4 proposals on file.	
• Last <input type="text" value="ACKERMAN"/>	214	
• First <input type="text" value="RAYMOND"/>	216	
• Addr1 <input type="text" value="34 2nd Street"/>	217	
• Addr2 <input type="text" value=""/>	218	
• City <input type="text" value="PINE BLUFF"/>	220	
• State or Province <input type="text" value="Texas"/>	222	
• Postal Code <input type="text" value="53140"/>	224	
• Country <input type="text" value="United States of America"/>	226	
• Date of Birth <input type="text" value="12/25/1943"/>	228	
• Sex <input type="text" value="M"/>	230	
• Home Phone <input type="text" value="(262) 345-6789"/>	232	
• Work Phone <input type="text" value="(262) 456-0897"/>	234	
• Fax Number <input type="text" value=""/>	236	
• Email Address <input type="text" value="rackerman@msn.com"/>	238	
• Preferred Method of Contact <input type="text" value="EMail"/>	240	
• Social Security Number <input type="text" value="023456789"/>	242	
• Health Insurance Coverage <input type="text" value="Other Commercial"/>	244	
• Health Insurance Company <input type="text" value="USA Health"/>	246	
• Group Number <input type="text" value="234566"/>	248	
• ID Number <input type="text" value="08-1234567"/>	250	
My children are unaware of my illness. Please contact me by e-mail.		
<input type="button" value="Submit"/>		

Fig. 12.



patientwise.net

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↓

Freedom of choice and the wisdom to use it

Consumer Information I

Consumers

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<u>Basic Information</u>	<u>Referring Physician</u>	<u>Clinical Information</u>	<u>Services</u>
<ul style="list-style-type: none">Category of Procedure <input type="button" value="▼"/> <input type="button" value="Go"/> 264Specific Procedure <input type="button" value="▼"/> 265Chief Complaint <i>Hint</i> 272 266<#CC> <input type="button" value="▲"/> <input type="button" value="▼"/>History of Present Illness <i>Hint</i> 273 267<#HPI> <input type="button" value="▲"/> <input type="button" value="▼"/>Past Medical History <i>Hint</i> 274 268<#PMH> <input type="button" value="▲"/> <input type="button" value="▼"/>Review of Systems <i>Hint</i> 275 269<#ROS> <input type="button" value="▲"/> <input type="button" value="▼"/>Medications <i>Hint</i> 276 270<#MEDICATION> <input type="button" value="▲"/> <input type="button" value="▼"/>Allergies <i>Hint</i> 277 271<#ALLERGIES> <input type="button" value="▲"/> <input type="button" value="▼"/>			
<input type="button" value="Submit"/> 278			

Fig. 13



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09/23/2024 11:20:50

Consumers

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Clinical Information

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Basic Information

Referring Physicians

Primary Physician

283

284

- Last 285
- First 286
- Addr1 287
- Addr2 288
- City 289
- State or Province 290
- Postal Code 291
- Country 292
- Phone 293
- Fax Number
- Email Address

Other Physician

Fig. 14

- Last
- First
- Addr1
- Addr2
- City
- State or Province 295
- Postal Code
- Country 296
- Phone
- Fax Number
- Email Address

<#NOTES>

- Explanatory Note
- By clicking the submit button you are giving us permission to contact the above physician subject to any conditions in the explanatory note.

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Consumers

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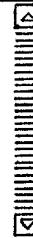
Basic
Information

Referring
Physicians

300 Clinical
Information

- Restrict proposals to hospitals in my insurer's network 304
- Distance (in miles) willing to travel 306
- Preferred Timeframe for Procedure: As soon as possible (ASAP) or week of 308
- Add additional preferences (e.g., private room, translator needed, religious accomodations or other accomodations)

<#OTHER>



Submit

310

Fig. 15



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352

Freedom of choice and the wisdom to use it

[Clinical Qualifications](#) | [Services](#) | [Price](#) | [Provider Information](#) | [Pre-Register](#)

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Pre-register

To find out more about being authorized to submit proposals to patientwise.net patients please fill in the following information:

First Name	354
Last Name	356
Organization Name	358
Medicare ID	360
Web Address	362
Street Address 1	364
Street Address 2	366
City	368
State <input type="text" value="Select A State"/> 370	370
ZIP	372
Phone	374
Email Address	376

Are you the person who will be authorized to submit proposals for your organization?

Yes No Don't Know

380

If not, please provide the name of the person who will be authorized to submit proposals. If you don't know, leave it blank.

382

You will be sent detailed information about the PatientWise.net program in the mail. Please tell us how you prefer that we follow up.

384

384

Enter your comments or questions in the space below.
(255 character maximum.)

386

Fig. 26

Submit <#Thanks>

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Freedom of choice and the wisdom to use it

<#NAME>
<#CONTACTNAME>
<#PROFILE>
MDC

Profile

Pending Cases *400*

Change for this session only Change for this session and for future sessions

Fig. 12

Freedom of choice and the wisdom to use it

500

Surgeon:

Last Name	Smith	First Name	James	Deg	MD	509
Medical School	University of South Dakota			Year Graduated	1978	521
Board Certification	Neurosurgery			Years in Practice	20	512
Procedures of this type in last year	100	510	514	512	522	
Among these, in-hospital deaths	3	510	516	524		
Among these, in-hospital complications	7	518	520	526		
Expected Length of stay	5.1	520	530	530		
Date of First Surgeon Visit	10/25/2000			Week of Procedure	10/30/2000	521
Alternate Week	11/06/2000					524

Facility:

Procedures of this type in last year	250	532
Among these, in-hospital deaths	11	534
Among these, in-hospital complications	16	536
538	538	540
Dr. Smith has an excellent reputation nationally. He has written over 30 papers and pioneered techniques in intracranial surgery. His long-term recurrence rate is very low for benign tumors - about 3% over 5 years.	540	
Additional Clinical Information	540	
We have excellent travel arrangements and can help book flights, arrange hotel accommodations for patient & spouse or family.	550	
Additional Service Information	550	

Price:

Price Type:	Itemized
Facility:	\$15,000.00
Principal Surgeon:	\$8,000.00
Assistant Surgeon:	\$4,000.00
Anesthesia Professional:	\$3,000.00
Radiology Professional:	\$1,000.00
Pathology Professional:	\$300.00
Total:	\$31,500.00
Other Price Information:	
Almost always there is a neurology consultation which we will arrange and include in the price by one of our professors of Neurology.	550

Fig. 18



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Freedom of choice and the wisdom to use it

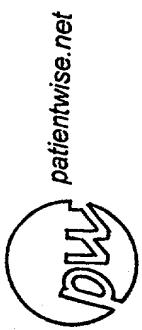
SIOUX VALLEY HOSPITAL

1650

Profile							Proposal Status	
Home	662 Pending Cases			660 Case Statements			664	668
Company	654	656	658	State	ICD	911	Description	Link
News	659	660	661	662	663	664	665	666
Contact us								
Consumer	55	F	53140	WI	325	COMPLETE PNEUMONECTOMY		details
Provider	66	M	18403	PA	5122	CHOLECYSTECTOMY		details
Referring Physician	77	F	19562	PA	8181	PARTIAL SHOULDER REPLACE		details
	71	M	07014	PA	323	SEGMENTAL LUNG RESECTION		details
	79	F	18054	PA	387	INTERRUPTION VENA CAVA		details
	59	F	18657	PA	3328	OPEN LUNG BIOPSY		details
	74	F	19341	PA	5122	CHOLECYSTECTOMY		details
	78	M	19319	PA	323	SEGMENTAL LUNG RESECTION		details
	75	F	18330	PA	3950	ANGIO/ATH NON-COROVES		details
	45	F	19506	PA	686	RADICAL ABD HYSTERECTOMY		details

New Fig. 20 Here are the current cases that meet the hospital's profile.

Fig. 20



Freedom of choice and the wisdom to use it

Home	Profile	Pending Cases						
Company	7/2	7/8						
News	706	708						
Contact us	7/0	Your Proposals						
	Status	Age	Sex	Zip	State	ICD	Description	Link
	A	56	M	53140	TX	0151	EX CEREB MENINGEAL LES	

Aug. 21

Fig. 22.

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752

Freedom of choice and the wisdom to use it

750

Surgeon:

Last Name	Smith	First Name	James	Deg	MD
Medical School	University of South Dakota	Year Graduated	1978		
Board Certification	Neurosurgery	Years in Practice	20		
Procedures of this type in last year	100	Date of First Surgeon Visit	10/25/2000		
Among these, Inhospital deaths	3	Week of Procedure	10/30/2000		
Among these, Inhospital complications	7	Alternate Week	11/06/2000		
Expected Length of stay	5.1				

Facility:

Procedures of this type in last year	250
Among these, Inhospital deaths	11
Among these, Inhospital complications	16
Dr. Smith has an excellent reputation nationally. He has written over 30 papers and pioneered techniques in intracranial surgery. His long-term recurrence rate is very low for benign tumors - about 3% over 5 years.	
Additional Clinical Information	
We have excellent travel arrangements and can help book flights, arrange hotel accommodations for patient & spouse or family.	
Additional Service Information	

Price:

Price Type:	Itemized
Facility:	\$15,000.00
Principal Surgeon:	\$8,000.00
Assistant Surgeon:	\$4,000.00
Anesthesia Professional:	\$3,000.00
Radiology Professional:	\$1,000.00
Pathology Professional:	\$300.00
Total:	\$31,500.00
Other Price Information:	Almost always there is a neurology consultation which we will arrange and include in the price by one of our professors of Neurology.



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800

Report for: Mr. RAYMOND J ACKERMAN 10/26/2000

Facility	SDIUX VALLEY HOSPITAL	MT SINAI HOSPITAL MEDICAL CENTER
Principal Surgeon	James Smith MD	James Williams MD
Medical School	University of South Dakota	NYU
Graduated	1978	1972
Board Certification	Neurosurgery	American Board of Neurosurgery
Years in Practice	20	20
Number of Procedures (past yr)	100	150
Inhospital Deaths (among these)	3	5
Inhospital Complications (among these)	7	7
Expected Length of Stay	5.1	4.1
Facility Procedures (past yr)	250	340
Inhospital Deaths (among these)	11	12
Inhospital Complications (among these)	16	31
Clinical Services	Dr. Smith has an excellent reputation nationally. He has written over 30 papers and pioneered techniques in intracranial surgery. His long-term recurrence rate is very low for benign tumors – about 3% over 5 years.	We are a neurosurgical "center of excellence." Our program is recognized widely. Dr. Williams and his colleagues have published and spoken widely. Our equipment is state of the art with new laser surgical instruments to minimize brain damage.
Non-clinical Services	We have excellent travel arrangements and can help book flights, arrange hotel accommodations for patient spouse or family.	We do have private rooms available and hotel accommodations within 1 block from the hospital.
Office Date	10/25/2000	09/15/2000
First Week	10/30/2000	09/18/2000
Alt. Week	11/06/2000	09/25/2000
Total Price	\$31,500.00	\$35,000.00
Type of Price	Itemized	Global

Fig. 23

Type of Facility Price	Case Rate	
Facility Case Rate	\$15,000.00	N/A
First Days' per Diem	N/A	N/A
Days of First per Diem	N/A	N/A
Subsequent Days' per Diem	N/A	N/A
Principal Surgeon Fee	\$8,000.00	N/A
Assistant Surgeon Fee	\$4,000.00	N/A
Anesthesia Fee	\$3,000.00	N/A
Radiology Fee	\$1,000.00	N/A
Pathology Fee	\$300.00	N/A
Other	Almost always there is a neurology consultation which we will arrange and include in the price by one of our professors of Neurology.	

Fig. 234